

Memo

To: The FEC

From: Republicans For Choice

Date: April 17, 2008 (Reporting Period 3/01/08 through 3/31/08)

RE: Descriptions of Terms on Reports

DESCRIPTION OF TERMS ON REPORTS

Production Coordination

As well as providing coordination among the many different businesses involved in the fundraising process, TSG also finds the best price on printing supplies, schedules when a mailing will be dropped off at the post office, and analyzes the effectiveness of each direct mail fundraising campaign. The Stone Group also manages the fundraising mailings and the administration of some programs discussed in the mailings, with the exception of receiving and processing the donations to Republicans For Choice. At times TSG also does small mailings in-house for RFC. The Stone Group also provides additional administrative support for the programs discussed in the mailings on an "as needed" basis, for example sending out "Thank You" letters, updating and maintaining their website and follow up monthly mailings to donors who are missing FEC required information for aggregate gifts of \$200 or more in a calendar year. Since this description does not condense to the size provided on the form, we use the description "Production Coordination" as a summary of services provided.

Print Shop

We use this description for all components that are printed. For instance, the letters, replies, inserts, pubnotes, envelopes and Return Addressed Envelopes all require an outside vendor to print copy on them for RFC. Therefore because these components are not produced at Republican For Choice's office, we list the invoices from the various printers and/or envelope manufacturers under the description as "Print Shop."

Mailshop (also known as lettershop)

We use this description for the various mailings we do that require an outside vendor to take the printed components from the print shop and insert them in the printed envelopes we ordered. Mailshops many times will actually do the personalization (putting the name and address on the replies and/or outside envelopes), insert the printed components into the outside envelope, stamp or meter the envelope, seal it and deliver it to the post office for Republicans For Choice.

Mailshop/Postage

We use this description for the various mailings which I mentioned in the "mailshop" description. However, in addition, we may be sending the mailshop a postage check to cover the cost of buying the stamps to apply to the envelopes for the mailing. Since they're purchasing the postage from the post office, it is included in their total costs for the services they perform for Republicans For Choice.

Project Coordination

As well as providing coordination among the many different businesses involved in the fundraising process, from finding the best price on printing supplies, scheduling when a mailing will be dropped off at the post office, and analyzing the effectiveness of each direct mail fundraising campaign, The Stone Group also manages the on-the-ground support and coordination of any of the state (non federal) projects such as state initiative campaigns in which RFC has been involved.

Expense Report/ Reimbursements

This description is used when referring to expense report reimbursements for travel and/or entertainment relating to RFC business. Travel may include taxi, car rental, gasoline, car repairs and/or mileage reimbursements. Entertainment would include restaurants or food purchased for the purpose of meetings, strategy sessions related to state activities. Any expenses directly related to a candidate would be reported as an in-kind contribution to that candidate. There were none in this reporting period.

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